

Example Program Schedule

M.A. in General Management – Online

	Duration in weeks	Topic
Semester 1	1	Introduction Week
	2	Personality / Development of Competences 1 (TP)
	4	Managerial Economics / Macroeconomics / Microeconomics (TDR)
	4	Principles of Practical Corporate Management / Practical Corporate Management / Innovation Management / Entrepreneurship (TDR)
	6	Interdisciplinary Scientific Work / Methods of Empirical Social Research 1+ 2 (PSP)
	4	Methods of Project Planning and Management (TDR)
	4	Break
Semester 2	4	Market Research / Competition Analysis (TDR)
	6	Management Research (PSP)
	4	Corporate Strategy / Business Strategy / Management of Strategies (TDR)
	4	Principles of Marketing / Marketing & Sales Management / Communication Management / E-Marketing (TDR)
	6	Foresight Management (PSP)
	2	Break

	Duration in weeks	Topic
Semester 3	2	Public Speaking and Presentation Skills / Development of Competences 2 (TP)
	4	Principles of Accounting / Financial Analysis (TDR)
	4	Financial Reporting and Corporate Planning / Principles of Corporate Finance / Models and Systems (TDR)
	4	Break
	6	Intercultural Management / Growth and Globalization (PSP)
	4	Principles of Law / Legal Framework and Fields of Activity for Executives / Mergers and Aquisitions (2 TP)
	4	Leadership / Organizational Management / Organizational Behavior / Human Resource Management (TDR)
Semester 4	6	Competence Development 3 (PSP)
	24	Master Thesis

LEGEND

	Project Seminar
	General Management Seminar
	Competency Development Seminar

EXAMPLE COURSE WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Input Phase		Discussion in Online Forum				
<ul style="list-style-type: none"> Digital Media (papers, videos, podcasts...) Weekly Feedback Webinars with Professors Project Coaching Sessions with Professors Competence Coaching Sessions with Professors 		<ul style="list-style-type: none"> Online forums are a tool for critical discussion around the topics of each course. Students are required to participate in online forums where they will share their analysis and individual experience in applying the knowledge directly in their projects. Professors will facilitate the discussion, monitor the online forum and provide feedback on the performance of each student. Contributions will count as class participation. 				

EXAMINATIONS:

5 Project Study Papers (PSP)

= A Project Study Paper comprises approx. 15 pages and contains project-based application of knowledge. Written elaboration of the PSP and participation on the learning platform (so-called student engagement) are evaluated as proof of performance. The written part of a PSP is worth 70% of the overall grade of the project study paper combined with the student's engagement which counts for 30%.

9 Transfer Documentation Reports (TDR)

= A Transfer Documentation Report comprises approx. 20 pages and is an application-based paper. Written elaboration of the PSP and participation on the learning platform (so-called student engagement) are evaluated as proof of performance. The written part of a PSP is worth 70% of the overall grade of the project study paper combined with the student's engagement which counts for 30%.

4 Transfer Papers (TP)

= A Transfer Paper comprises approx. 5 pages. Written elaboration of the TA and participation on the learning platform (so-called student engagement) are evaluated as proof of performance. The written part of a TP is worth 70% of the overall grade of the transfer paper combined with the student's engagement which counts for 30%.

1 Master Thesis (MT)

= A Master's Thesis comprises 80-100 pages and contains project-based application and critical reflection of the application phase.